

EXECUTIVE SECRETARIAT

ROUTING SLIP

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI		X		
2	DDCI				
3	EXDIR				
4	D/ICS				
5	DEI				
6	DDA				
7	DDO				
8	DD&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/EEC				
14	D/Pers				
15	D/OLL				
16	C/PAO	X			
17	SA/IA				
18	AO/DCI				
19	C/FPD/OIS				
20					
21					
22					
SUSPENSE		20 March Date			

Remarks

Recommendation please to DCI.

Executive Secretary

12 March 84

Date

3637 (10-81)

STAT

AMERICAN FOCUS

A Production of the
Focus on Youth
Radio Network



70 Washington Road
P.O. Box 3035
Princeton, New Jersey 08540
(609) 452-1150

Ex-100
84-977

March 2, 1984

Mr. William Casey
Director of the Central Intelligence Agency
Central Intelligence Agency
Washington, D.C. 20505

Dear Mr. Casey:

I would like to follow-up my conversation with [redacted] by formally inviting you to join the list of prominent national figures who have appeared as guests on AMERICAN FOCUS, the largest public affairs radio program in the country. Formerly called "Focus on Youth," the program is now in its tenth season and is heard each week by 2.5 million listeners on over 400 stations across the country. The program features leaders from all fields interviewed by our small panel of college students.

STAT

Recent guests on AMERICAN FOCUS include Bob Hope, Caspar Weinberger, and Edward Kennedy. Upcoming guests include Carl Sagan, Milton Friedman, and George Bush.

An AMERICAN FOCUS interview can be taped at your convenience in any location. We tape most frequently in New York, Washington, and points between those cities. The interview lasts just thirty minutes, with an additional five to seven minutes required to set up. I have enclosed information about our show to give you an idea of the quality of the program, as well as the national attention it has received.

Thank you for your consideration; I hope to be in touch with you in the near future.

Sincerely,

Beth Lytle
Beth Lytle
Guest Relations

enclosures



P-306



A SAMPLING OF PAST GUESTS

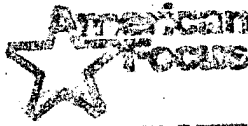
Jimmy Carter
 Milton Friedman
 Mary Tyler Moore
 Ayn Rand
 Mike Wallace
 Averrell Harriman
 Jesse Jackson
 Pete Rozelle
 Mel Brooks
 Tom Wolfe
 Robert MacNeil
 Joseph Califano
 Donald McHenry
 Geraldo Rivera
 James Earl Jones
 Frank Church
 Glenda Jackson
 Hubert Humphrey
 Jack Anderson
 Bella Abzug
 Edwin Newman
 Robert Dole
 Bowie Kuhn
 James Reston
 Tony Randall
 Harold Brown
 Leon Jaworski
 Diane Von Furstenburg
 Edward Asner
 Bruce Jenner
 Martin Mull
 F. Lee Bailey
 Ed McMahon
 Walter Matthau
 Rawleigh Warner
 Charles Kuralt
 Raymond Donovan
 Christopher Reeve
 Phyllis Diller
 Dan Rather
 Linda Lavin
 B.F. Skinner
 Strom Thurmond
 Elmo Zumwalt
 S.I. Hayakawa
 Robert Duvall
 William Simon
 Mickey Rooney
 Jerry Brown

Walter Cronkite
 Norman Mailer
 Ralph Nader
 George Bush
 Alger Hiss
 Eric Sevareid
 Douglas Fraser
 Phyllis Schlafly
 Itzhak Perlman
 Alan Alda
 Benjamin Civiletti
 Bob Woodward
 Gay Talese
 Rona Barrett
 Rex Reed
 Ted Koppel
 Earl Butz
 Harry Reasoner
 Arthur O. Sulzberger
 Zbigniew Brzezinski
 Dick Gregory
 Shirley Temple Black
 Bert Lance
 John Dean
 Judith Crist
 Benjamin Bradlee
 Malcom Forbes
 Paul Laxalt
 Stansfield Turner
 William Webster
 Charles Schultze
 David Hartman
 Alan Greenspan
 Griffin Bell
 Henry Winkler
 Sally Struthers
 Loretta Swit
 John Tower
 William Brock
 Sylvester Stallone
 John Block
 Birch Bayh
 Morris Udall
 Benjamin Hooks
 Bonnie Franklin
 John Rhodes
 Joan Rivers
 Lucille Ball
 Jim Baker

Henry Fonda
 Billie Jean King
 Barbara Walters
 Jimmy Stewart
 Phil Donahue
 Edward Albee
 Tom Brokaw
 Jason Robards
 Henry Jackson
 Ted Turner
 Hodding Carter III
 Frank Reynolds
 Tom Wicker
 McGeorge Bundy
 Charlton Heston
 Kirk Douglas
 Edward Kennedy
 Katharine Graham
 George McGovern
 James J. Kilpatrick
 George Meany
 Isaac Asimov
 Otto Preminger
 Jody Powell
 Joe Garagiola
 Joseph Papp
 Howard K. Smith
 Carol Burnett
 Theodore Sorenson
 James Schlesinger
 Abba Eban
 Lawrence O'Brien
 Grant Tinker
 Cheryl Ladd
 George Ball
 Orrin Hatch
 Theodore White
 Ron Howard
 Mark Hatfield
 Samuel Pierce, Jr.
 Steve Allen
 George Kennedy
 Daniel Schorr
 William Ruckelshaus
 William Colby
 Donald Rumsfeld
 Natalie Wood
 James Edwards
 Bob Newhart

David Rockefeller
 Alexander Haig
 Gloria Steinem
 John Kenneth Galbraith
 Arthur Schlesinger, Jr.
 Caspar Weinberger
 Rosalynn Carter
 George Wallace
 Paul Samuelson
 John Anderson
 George F. Will
 Eugene McCarthy
 Marlo Thomas
 Morley Safer
 G. Gordon Liddy
 Barry Goldwater
 Nelson Rockefeller
 William F. Buckley, Jr.
 Dick Cavett
 Elliot Richardson
 Kate Jackson
 Howard Cosell
 Howard Baker
 Art Buchwald
 Paul Harvey
 R. Buckminster Fuller
 Jacob Javits
 Eldridge Cleaver
 Vernon Jordan
 Lee Strasberg
 Paul Nitze
 Chevy Chase
 George Gallup
 Stuart Eizenstat
 Roy Cohn
 Jack Lemmon
 Carroll O'Connor
 Howard Jarvis
 Hal Linden
 Lawrence Welk
 John Glenn
 William Proxmire
 Richard Schweiker
 Clarence Kelley
 James Wright
 Ramsey Clark
 Daniel Patrick Moynihan
 Jonas Salk
 Dick Clark

AMERICAN FOCUS
A Product of the
Focus on Youth
Radio Network



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P.O. Box 3035
Princeton, New Jersey 08540
(609) 452-1150

A History

Organized and operated entirely by Princeton University students, the Focus On Youth Radio Network produces the number one public-affairs radio program, "American Focus." Each week the show features interviews with leaders from the worlds of politics, business, entertainment, and the news media. The lively half-hour discussions serve to highlight personalities as well as probe issues of national importance.

Now in its ninth season, "American Focus" was formerly called "Focus On Youth" and was founded in April, 1974, on a Trenton, New Jersey radio station. The intent of the program was to offer a youth perspective on current topics, and the audience response surpassed all expectations. Impressed with the program's professional sound quality and the excellence of its interviews with top-name guests, four of the nation's largest commercial radio stations -- WNBC in New York, WBZ in Boston, Philadelphia's WIFI, and WRC in Washington, D.C. -- added "Focus On Youth" to their public affairs schedules in January 1975.

Financial support from such corporations as Union Carbide, Johnson and Johnson, and the Prudential Life Insurance Company enabled the program to expand from 12 to 50 stations during 1976. Growing from 50 to 84 stations the next year, "Focus On Youth" turned to advertising as a new source of revenues. Since then, the Shell Oil Company has been the sole sponsor for the show.

By 1980, "Focus On Youth" had become the largest radio public affairs program in the country. With increasing frequency, panelists began to move beyond the "youth" issues, to a point where the program began to rival more established radio and television interview programs for depth of research and quality of questioning. To reflect its wider scope, the show was renamed "American Focus" in the spring of 1981.

"American Focus" is currently heard on over 450 top commercial stations and it has an estimated audience of over 2.5 million listeners weekly. Over the years, we have found that the youthful enthusiasm of our staff is responsible for the vitality of our interviewing style as well as the innovative nature of our programming.

Millions lend ears to Princeton radio

Not many college students are able to command an audience of 2.5 million people, but the Princeton University students who produce the country's top public affairs radio show have proven it can be done.

The program, "American Focus," airs weekly over 450 stations in the United States. Since the 30-minute Sunday morning radio show first hit the airwaves in 1974, it has featured interviews with hundreds of famous entertainers, businessmen, politicians and media personalities.

"We try to ask more sensitive questions," said Larry Rosin, a Princeton University junior and the radio show's executive producer. "The people we are competing against are professionals," noted Rosin, who heads a volunteer staff of about 40 students.

Over the years, guests on the show have included Jimmy Carter, Walter Cronkite, Henry Fonda and David Rockefeller.

A recent interview with Richard Dreyfuss in which the actor admitted for the first time that he was guilty of cocaine possession charges garnered the program a great deal of national attention.

"Since he was arrested (in October), everyone in Hollywood wanted to talk to him," Rosin recalled. "But somehow we got the first interview with him.

"We talked a while about entertainment topics and after about seven or eight minutes I brought up the arrest," Rosin said. "For the first time he admitted he was guilty and it got very emotional."

The Dreyfuss confession appeared in many newspapers across the country. However, for Rosin, the most gra-

tifying aspect of the interview came afterwards, when people began requesting copies of the interview tape so that it could be used to discourage people from using cocaine.

"That made me feel very proud inside," said Rosin, a native of Deerfield, Ill.

However, of the more than 75 famous people he has interviewed over the past three years, Rosin said the most "exciting" person was actress Jaclyn Smith.

"For that one, I was probably the most nervous I've been in my entire life," he said.

New York Daily News

April 4, 1983